

WVUE has been a consistent and dedicated television station for viewers throughout the New Orleans market for half a century. We produce over 23 hours of local news programming weekly, includes morning repeats, to ensure our viewers are informed.

WVUE produces the only 5:30-6pm "local" newscast in the market each weekday, and the only 9pm newscast in the market every night of the week.

Included in this programming, WVUE produces a 30 minute weathercast each weekday morning, and this special programming is one of the most unique regularly scheduled programs in the country. But, the program is produced as the result of local demand, and local attribution of WVUE as the station many local viewers consider to be their Weather Authority. "Fox 8 Weather at 7am" is a direct result of viewers telling WVUE what they want the most. As part of our commitment to find out what our viewers want, WVUE and our parent company EMMIS Communications spends over \$40,000 on researching and analyzing our community each year.. WVUE also provides severe weather coverage during the newscasts, as well as extended and wall-to wall coverage when needed. Each year, WVUE produces and airs weather safety specials, including Spring Storm Specials and Hurricane Specials. These programs are especially helpful as the New Orleans area is mostly below sea level and vulnerable to flood damage from heavy rainfall and hurricanes.

While most local viewers are aware of these facts, the local officials' biggest fear is lack of attention to such threats by newcomers as well as natives to the area.

WVUE produces useful programming to help impress upon area viewers the need to take severe weather conditions very seriously.

WVUE is also dedicated to producing specials that raise community awareness, such as political debates, special election coverage, a St. Jude's Telethon, a 1/2 hour Breast Cancer special every October, as well as weekly special reports on Breast Cancer also in the month of October.

We are also part of the statewide Amber Alert system, which has been used over the past 18 months in Louisiana. It is obvious that a television station can no longer survive in this competitive world of broadcasting without putting their viewer's interest first. Viewers demand it.

WVUE runs public service announcements to assist local fundraising efforts throughout the year. Many of the service organizations in the New Orleans area find fundraising to be especially difficult due to the lower incomes and higher unemployment in the area. The combination of need and scarcity of resources brings many opportunities our way each year.

Presently, WVUE and the Big Brothers-Big Sisters organization are promoting that organization's largest fundraiser of the year, a Gala to be held this weekend.

WVUE's Chief Meteorologist, Bob Breck, is one of the leaders of the organization, and will be the emcee of the event.

We expect this one effort to help fund this organization all year long.

WVUE spends millions of dollars each year to air responsible news for our viewers, and we spend millions more to provide programming that is preferred by our local viewers. From special sports programming featuring the New Orleans Saints to future programs such as Wheel of Fortune and Jeopardy, WVUE works hard to be a part of our viewers' daily lives. We care what our viewers think and feel. And we will continue to ask our viewers what they want from us.